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Farm Broadcasters Letter



Letter No. 2261

May 8, 1986

SALES TO
USSR

Private exporters reported to the U.S. Department of Agriculture changes in deliveries from unknown destinations to the USSR for 100,000 metric tons of corn for delivery during the 1985-86 marketing year and under the third year of the Long Term Grain Supply Agreement. Sales of wheat and corn to the USSR for delivery during the third year of the agreement, which ends Sept. 30, 1986, now total just over 6-1/2 million tons, of which wheat is 152,600 tons and the rest is corn. In addition, sales of soybeans total 1-1/2 million tons.

EXPORT GRAIN
MEETS
REQUIREMENTS

A study by the U.S. Department of Agriculture concludes that 1985 export shipments of U.S. wheat, corn and soybeans on average met or exceeded the requirements for the grade of grain specified by shippers. (For more information and copies of the report, contact Allen Atwood, USDA, Federal Grain Inspection Service, Rm. 1095-S, Washington, D.C. 20250. Or call 202-475-3367.)

HOG
CONSUMPTION

Pork production may decline only about 2 pct. from last year, according to the U.S. Department of Agriculture. Pork consumption on a per capita basis may drop 2 pounds in 1986 after remaining at 62 pounds a person during 1983-85. Smaller supplies are expected to strengthen retail pork prices relative to 1985 and 1984's \$1.62 per pound.

LOTS OF MEAT
BEFORE COWS

Before the announcement of participation in the Dairy Termination Program, the market was already burdened with large beef supplies and low prices, according to the U.S. Department of Agriculture. This was due to a slower-than-expected marketing pace and continued record heavy slaughter weights. However, beef production and total red meat supplies are expected to drop below year-earlier levels in 1986. Total red meat and poultry consumption will remain large, but on a per capita basis may fall 2 to 3 pounds below last year's record 214 pounds per person.

KNIPLING IN
HALL OF FAME

Dr. Edward Knipling, a pioneer in insect control technology at the U.S. Department of Agriculture, is USDA's first inductee into its scientific hall of fame. Knipling, an entomologist, is best known for developing the sterile male technique of insect control. The technique is now effectively used against Mediterranean fruit flies, gypsy moths, cotton boll weevils, teste files and screwworms.

USDA SEEKING
OFFERS FROM EC
FOR BEEF

Sec'y of Agriculture Richard Lyng announced that the USDA's Commodity Credit Corporation is seeking tender offers from the European Community to purchase U.S. high-quality beef. Sales will be made by CCC directly to importers in the EC. The CCC will purchase the high-quality beef in the U.S. market for export against the sales. (More details are available from the Export Credits Division, Foreign Ag Service, Rm. 4503-S, USDA, Washington, D.C. 20250. Or call 202-382-9240.)

FROM THE
TURKEY AND
HEN COOP

Turkey consumption rose a pound a person in 1985, after holding steady at about 11 pounds per person in 1983 and 1984, according to the U.S. Department of Agriculture. In 1986, per capita consumption may increase another 1 to 1-1/2 pounds while wholesale prices decline only modestly. In 1985, per capita consumption of eggs fell 6 eggs per person from 1984. Egg producers have experienced sharp price fluctuations in the past 2 years that make production planning difficult. For 1986, more pullets are being added and additional egg production is expected. However, per capita consumption may decline by 3 eggs and prices may increase.

DAIRY
HIGHLIGHTS

Dairy production highlights for March, according to the U.S. Department of Agriculture show that butter production was 120 million pounds, 13 pct. above March 1985. American type cheese production totaled 264 million pounds, 14 pct. above March 1985. Total cheese output, excluding cottage cheese, during March was 463 million pounds, 12 pct. above March 1985. Nonfat dry milk for human food was 128 million pounds, up 23 pct.

COMMODITIES
FOR SCHOOL
LUNCH

A U.S. Department of Agriculture study supports the current system of providing government commodities through the National School Lunch Program to over 23 million children who participate each year. Schools presently receive about 15 pct., or \$460 million, of their guaranteed federal subsidies in the form of commodities. The remainder is in cash. The study found that the present commodity program provides significantly more food than alternate programs. It also provides foods not as highly processed, which among other things means less salt in the children's diets.

WILD BEAN
RESISTS
ROT

A wild, black-seeded bean from Mexico may lead to a new bush snap bean that resists one of the worst root rot diseases, according to the U.S. Department of Agriculture. It took 20 years of crossing U.S. beans with the Mexican bean to achieve resistance to Fusarium root rot as well as three other key diseases. Right now only plant breeders will be getting the line, named FR-266. It's still at least one cross away from being available to farmers and home gardeners. (For details, contact Matt Silbernagel, plant pathologist, ARS-USDA, Prosser, Wash. 99350. Or call: 509-786-3454.)

THE SHINE OF
AFLATOXIN

Almonds shine a fluorescent purple under ultra-violet light if they are contaminated by a rare but naturally occurring toxin, according to the U.S. Department of Agriculture. The purple glow pinpoints rare instances of aflatoxin, which occurs approximately once in every 26,500 almonds. Toxin-free kernels show up as a fluorescent white, blue or yellow.

FROM OUR
TELEVISION
SERVICE

COTTON AND WOOL OUTLOOK...World cotton consumption set a record last year while production declined, but stocks are expected to continue enlarging. USDA economist Sam Evans takes a look at the current cotton and wool outlook. Vic Powell interviews. (181)

U.S. WEATHER UPDATE...USDA chief meteorologist Dr. Norton Strommen describes the overall outlook for current crop conditions across the U.S., including dry conditions in the Southeast and wet conditions in the West. DeBoria Janifer interviews. (182)

SOVIET GRAIN POLICY...In recent months Soviet Agriculture and the agencies that support it have undergone major modifications. USDA analyst Keith Severin examines these changes and what they can mean for U.S. exports. Vic Powell interviews. (183)

LIVESTOCK AND POULTRY OUTLOOK...Beef supplies remain large, the cattle herd continues to decline, and per capita beef consumption is expected to drop three pounds. USDA economist Leland Southard comments on the current livestock and poultry outlook. Vic Powell interviews. (184)

RURAL ELECTRIFICATION COOPERATIVES...Harold Hunter, administrator with USDA's Rural Electrification Administration talks about changes taking place in this agency, including how rural electric and telephone cooperatives are now serving large, non-rural, urbanized areas. DeBoria Janifer interviews. (185)

FROM OUR RADIO
SERVICE

AGRICULTURE USA #1510...(Weekly 13½ min documentary) Forests in some areas of Europe are dying or in a steep decline. Trees in some parts of this country also are showing signs of decline. Gary Crawford reports on the debate surrounding the possible causes and cures for the situation.

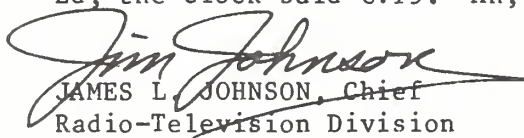
AGRITAPE/FARM PROGRAM REPORT #1499...(Weekly reel of news features) USDA news highlights; Details on commodity certificate program; Potato situation not so hot; Citrus research continues; The Soviet River diversion project.

CONSUMER TIME #992...(Weekly reel of 2½-3 min features) Caution on aspartame; Foods and cancer; Adding lime to your lawn; Battling lawn weeds; Sugar, sugar everywhere.

USDA RADIO NEWS SERVICE...Wed., May 14, U.S. milk production; Thurs., May 15, Western Europe outlook, Cattle on feed report; Fri., May 16, Agricultural outlook report; Mon., May 19, Wheat situation and outlook; Tues., May 20, Catfish production, farm labor report; Wed., May 21, Export outlook; Thurs., May 22, Poultry production report; Mon., May 26 (Holiday...newsline will continue to offer same items as on Friday the 23rd.)

OFF MIKE

Former Director of USDA's Office of Information Lyle Webster, now retired and living in Hawaii, dropped us a note with an interesting observation concerning the predominance of items about world agriculture in this letter: "Is this a conscious policy? Is it what the broadcasters ask for?" Lyle asked, and went on to say, "I don't object; in fact I find them interesting. I just wondered how it happens." Quite frankly, it pretty much just happens that way. More and more information pertains to international trade, and the interest for information about what's happening elsewhere in the world continues to grow. Thanks for the questions, Lyle, and nice to hear from you ... KASU, Arkansas State University, Jonesboro, Arkansas, is looking for a farm broadcaster. Send resume' and audition tape to: Richard Carvell, Station Manager, P.O. Box 2160, State University, AR 72467 ... Latest newsletter to arrive was from the Independent Florida Agrinet, Ocala, FL. Our thanks to Cindy Zimmerman for putting us on her mailing list ... Letter from Norman Hyde, Virginia Farm Bureau, Richmond. He wrote to tell us he's doing basically the same thing with the Virginia News Network, as Murray Miles, Tennessee Farm Bureau, is doing with the Tennessee Radio Net (see Farm Broadcaster Letter, April 3). Norman reports he's providing a 5-minute program to the Virginia News Net and has been for the past 7 years ... Gary Truitt (Indiana AgriBusiness Net, Indianapolis) says there's absolutely no basis for the rumor that if you play his opening theme backwards you'll hear satanic messages ... Our apologies for the lateness of this next item, but we've been saving it for the right time. The Feb-March issue of the National Future Farmer magazine had a cover picture of Valerie Parks, and inside were four more pictures of Valerie, one looking over the shoulder of Ed Johnson (AgriBroadcast Net, Columbus, Ohio). She puts in a broadcast stint at the network, then heads for classes at Ohio State. The article pointed out that Valerie's broadcast day starts at 5:30. We noted with interest that in the picture with Ed, the clock said 8:15. Ah, 'tis good to be the boss.


JAMES L. JOHNSON, Chief
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